

## M.A.P. Team Meeting

**Wednesday, June 28 2006, 8:30 AM**

Agency of Commerce & Community Development  
6<sup>th</sup> Floor, Conference Room A, National Life Building  
Montpelier

**Attendees:** Christine Werneke (CMO); Kate Rouelle (ACCD); Commissioner Bruce Hyde (VDTM); Harry Bell (DII); Steve Cook (VTDM); John Dumville (HP); Kathleen Horton (DOH); Alex Aldrich (Arts Council); Ed O'Leary (FP&R); Patty Houston (DOL); Lilly Talbert (Commission on Women); Marcia Laurence (DLC); Chuck Satterfield (GHSP)

**NOTE:** the next meeting date is July 26, 8:30 a.m. at ACCD –National Life Building, 6<sup>th</sup> floor.

**Minutes** of May 31 2006 meeting: No questions/comments brought forth.

**Secretary of Administration's Memo:** An Administration memo regarding Important Updates on State Marketing Activities was distributed to all Agency and Department Heads on June 9, 2006. Christine Werneke reviewed the memo with the group and identified the list of definitions discussed in the third paragraph of the memo.

Communications: Christine Werneke supported the use of the Weekly communications e-mail as a resource to communicate and collaborate with a broad audience for events, best practices, future meetings etc.

CMO Website: Christine Werneke is currently working on the creation of a CMO website. The outline has been handed over to the ACCD IT team for forward movement and design. The future site will be a place for marketing forms, user guides, graphic standards and information, its main focus will be on marketing communication.

Contracting: If a marketing project is over \$15,000 it must go to one of the contracted vendors first, resulting in an SOW. If deviation from the contract is required, contact Christine Werneke first for approval. Christine is currently working with the Department of Buildings and General Services to make the contracting process streamlined.

Planning: Christine Werneke reviewed marketing plan deadlines. She is looking forward to working with the main contacts from the MAP group in regards to achieving the marketing plan goals.

Tracking: Christine Werneke has been answering questions from business managers, regarding marketing codes. She went over the general details of the new codes and the four advertising categories: trade shows, events, creative and design. She is trying to standardize invoices between the marketing contractors for simplification.

Questions regarding Vendor use:

**Kathleen Horton:** The Department of Health historically works under one large blanket contract (\$30,000 +) that encompasses the entire fiscal year, instead of singling out individual projects. Can VDH use smaller graphic design vendors for small projects (under \$15,000) and still use the blanket contract?

**Christine W:** You can use any of the three contracted vendors for small ad-hoc projects but it is not required.

**Bruce Hyde:** If individual projects are less than \$15,000 can any vendor be used (singly or repetitively) even if the collective of the smaller projects add up to \$15,000 or more?

**Christine W:** technically, yes

**Kathleen Horton:** What about the renewal of existing contracts with smaller vendors?

**Christine:** set up a meeting to discuss.

**MAP Charter Document:** Christine Werneke reviewed the proposed MAP charter in regards to what it is, and who it is intended for. She stated the lack of comments that came back, and motioned to make it final.

Comments on Charter:

Kathleen Horton had comments regarding the tone of the document, it was too formal and rigid.

Christine Werneke sees the CMO position to be inline with the MAP team, which the two entities work together. The Charter is intended as a guide for those working in the field.

Patty Huston: The tone is not inviting, it seems like it is now mandatory and no longer voluntary. She shared her senior staff comments with the group, which enforced her comment. They are weary of belonging to MAP.

Bruce Hyde: concurred with Patty

Christine is willing to go back to the beginning and rework the document to change the tone and intent.

The intent of the document is to attract more participants, used as a set of goals and guidelines.

She will remove the word “shall” to make it more inviting. She requested that group send all comments to her in writing so that she can incorporate them into her revision. She agreed not to release this version.

Discussion on what MAP is, history, what it represents now and how it is used:

Bruce H. suggested changing the MAP name, Chuck Satterfield thinks that may create confusion.

Bruce H. and Chuck S. both agreed that more representation is needed around the table. Kathleen H. presented an old MAP team information brochure piece that she feels was more inviting and representational than this new Charter.

Marcia Laurence finds MAP to be a wonderful resource; she was working alone until her department joined MAP.

Kathleen H. suggested that MAP develop a new brochure to attract new members. It should include what it is, how to join, comments from members.

Christine W. asked what would entice them to become members of MAP now that contracts are state wide and no longer just available to MAP members. The charter creates accountability and asks for additional leadership.

General agreement from the Charter discussion was a brochure should be developed instead of a formal charter to attract and inform new members.

Christine concluded that 2 pieces are required: a strategy document that includes goals and a structure agreement and an accompanying promotional/informational brochure.

**Sponsorship policy:** A policy needs to be developed to address incoming and outgoing sponsorships. Dave Hakins (Director of Sales for Tourism) has announced he is leaving state government for the private sector. Before his resignation he had agreed to help develop this new policy, he has offered to act as a consultant in the development of the policy after his departure.

The intention of the policy is to provide a “political out” for the denial of specific types of sponsorships pertaining to varying departmental initiatives and a guideline to use when accepting or offering sponsorships. Dave H. and Christine W. have discussed the definition of a sponsor and sponsorship.

If anyone is interested in working on this policy please contact Christine (828-2999)

Questions/Comments:

**Chuck S.:** Asked if the policy would contain payment information

**Christine W.:** policy does not include specific payment how to information but could include a general how to pay formula for entities to consider.

**Kathleen H.:** How will sponsor logo placement be handled so that it is apparent that the state is the owner of the message/advertisement, not the sponsor?

**Bruce H.:** A general list of standards/guidelines/FAQ's to fall back on would be helpful.

**Christine W.:** Use policy as a “bad guy” to fall back on for denials or acceptances.

General Note: Advocacy groups should only accept sponsorships that are inline with their general and marketing mission

Please forward all comments or questions regarding the development of the sponsorship policy to Christine Werneke.

### **Weekly Marketing Communications:**

Christine emphasized its use as a communications resource.

General group sentiment was it is very helpful.

Harry Bell commented that DII is working with VGIS to create a centralized storage system for data.

## **Open discussion:**

**Photography:** As it stands there are so many layers for photography contracting/licensing there is no set policy as of yet.

### Questions & Comments:

What is the policy for hiring photographers, what is involved, what does the state own? In regards to state employees using their own images, should a contract be created with them to cover the state incase of future rights lawsuits?

Steve Cook is currently working with Dennis Curran, VDTM buys Curran's images individually from a general list of "for sale" images.

Bruce H. suggests full buy-outs to eliminate the possibility of future "rights" issues.

Alex Aldrich suggested creating a generic list of needed photography, consisting of general shots and coordinate more collaborative photo shoots. Alex suggested creating a group of image categories that may be helpful for outside photographers creating stock photography for the state.

Christine Suggested that Alex A. take the lead in the creation of these lists and categories.

Steve Cook has the list of Photographers.

## **Upcoming projects:**

VDTM is working on a "VT fuels your Vacation" Program. It is an opt in program in which participating travel vendors give out fuel cards to visitors depending on length of stay. Individual properties has the right to create their own policy regarding fuel card distribution (i.e. two night stay = \$xx amount fuel card) The program is still in developmental stage.

VDTM: 137 individual new photography images are in contract negotiation for Image Relay.

Historic Pres: John passed out a calendar of events brochure and reviewed some specific events.

Commission on Women: 33% of exhibits at history expo held a "Women in VT" history theme.

COM is currently working on yearly status report – a global view on the current status of women in Vt.

DOL: discussed booth availability at the Vermont Air Guard Air Show this summer

GHSP: finished the "click or ticket" campaign and is now looking to do more outreach projects: new website, brochures, graphics etc.

DII: is in process of developing a new web portal for the fall (go-live date Jan 2008)

Will be offered at no cost to departments

Self funded model

Individual content management system –allowing owners management rights

WEB GRAPHICS feedback: standards are to strict, need more pizzazz, but the function is Ok.

Harry: there are few limitations: except the left hand navigation bar, branding, and the grey navigation bar at top.

VDH: Kathleen was seeking ideas or collaborative opportunities to help spread the message about tick awareness.

Forest and Parks is working on Tick awareness in ANR lab in Waterbury complex.  
Possible collaboration???

Arts Council: Palate-palazzo went well. There was no media coverage for entire event.